

DEFINITIVeworld.com

GETTING STARTED

GUIDE



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WELCOME

Welcome to the Definitive family of brands. Since 2012, over 30 hair care brands have been developed and launched here. Many have grown to become successful businesses and your brand will be our next success story.

I believe our partnership and supporting services can transform your ideas into highly profitable products. The difference in product success and failure is truly based on preparation and execution. With Definitive, you'll quickly learn the key decisions needed and you'll get help every step of the journey. Not just formulas or manufacturing, but a variety of services to help you succeed. That's the Definitive difference!



Angela McGhee
Cosmetic Chemist | Owner | Author

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“You have to be burning with an idea, or a problem, or a wrong that you want to right. If you’re not passionate enough from the start, you’ll never stick it out.” —*Steve Jobs*

PROCESS/SERVICES

Definitive isn't just about formulating products, you help design completely custom formulas. We partner to develop a completely unique product based on your goals. Using private label products is like screaming "Me too!" in a crowded room. Our goal is to give you a competitive advantage in the marketplace. In 5 streamlined steps, we help you go from idea to exceptional product entry into the market.

Step 1: The Intake	Free Introductory call—We discuss your brand vision, goals, and ideas. You get a detailed process overview and we answer all your questions so you can be confident we're the right partner and you're clear about what the project will entail. Once you're ready, purchase the formulation package of your choice, then complete the Product Development Form for your product(s)
Step 2: The Consultation	We discuss each product in detail because we're actually designing based on your input and expectations. This call varies in duration based on the number of products being developed. We also develop a project plan as an outcome of this call.
Step 3: The Development	Now it's time to create your samples, get feedback and finalize your product (s). It's a very collaborative process and helps ensure your product is ready for the market. You receive samples and evaluation forms so you can collect detailed feedback. We review the feedback and make changes.
Step 4: The Design	The step actually begins during development but focuses on selecting the packaging, establishing label design and any additional packaging needed to get you ready for launch.
Step 5:	The product is ready, we get everything ready for you to place your wholesale orders.

“ People don't buy a
product, they buy the effects
of a product. ”

Charles Mouser

HOW WE PARTNER

Communication as a Value

It's critical at every stage of the journey. We don't want you as a client, we want to partner and that requires great communication.

1. Have questions? Please NEVER hesitate to ask. We're here to help.

2. Always give us feedback, that's how we improve or correct any concerns you may have. 3.

Let us be part of your planning. There are many aspect of this process that we manage for you and knowing any deadlines that you have (well in advance) will help us develop a project plan that's successful.

DefinitiveWorld.com is open 24/7; however, the company is not.

Hours of operation are Monday - Friday, 8am-5pm Central Standard Time.

Email: angela@definitiveworld.com

Phone: 501-908-3293

We can be reached by phone or email. Please leave a detailed message if we don't answer, that makes the follow-up correspondence more efficient and effective!

Confidentiality as a Competitive Advantage

Bringing a formula for us to refine or simply manufacture? We honor your intellectual property by completing a confidentiality agreement with you.

Developing with us? Based on the formulation level package you choose, you can have exclusive usage rights or purchase the formula. If you choose exclusive usage rights, your brand is the only one to use this formula. By purchasing the formula, you receive a copy of the formula once development is complete.

Payment Processing & Additional Fees

We are truly blessed to be able to be your brand partner. Due to the custom nature of your product, certain aspects are unique to your brand and require your purchase. Any labeling and/or specialty packaging/ingredient unique to your brand must be purchased at the time of order. For example, we'll alert you of your label inventory. If more labels are needed, we will alert you and place the order on your behalf. The cost will be added to your order.

All invoices must be paid within 1 week of receipt to avoid fees. Returned checks will result in a

PACKAGING OPTIONS

These are some of our featured stock packaging options. Interested in something different? Let's explore additional options that best suit your project.





PACKAGING OPTIONS CONTINUED...



FAQS

How much will my product cost?	Due to the custom nature of your products, that's tough to answer up front. However, in scoping your products we help you get the product in the price range needed for your brand. Key factors of cost are ingredients, packaging, and time required to complete the manufacturing. You will get to choose many of the elements, thus shaping the product for your budget.
How long does the development process take?	Based on the number of products and complexity of project, we recommend a minimum of 3-6 months. Not only are we developing products, but also sampling, getting feedback, refining the products, designing packaging and getting products through the manufacturing cycle.
Once I have everything ready, how long does it take to process a finished product order?	Typically 3 weeks (may vary during peak seasons). It also varies based on the availability of your packaging. Non-stock packaging extra time.
Can you drop ship to my wholesale customers? Retail customers?	We can ship full case quantities to the destination of your choice. Simply clarify the destination at the time of order. Unfortunately, we can't ship individual orders (less than full case) to customers—such as product orders from your website.
What are the minimum order quantities?	We offer minimums starting at 36 piece per product.
How many products can I develop at once?	We don't limit your development—so you can do a single product or more. Just be mindful that very large product lines can be more difficult and costly to launch.
How much input do I have into the development process?	You are encouraged to identify ingredients to include and exclude, the key benefits of the product, the fragrance/color/texture, and even the name of the product, and usage instructions. You select the packaging and have input into the design of the labeling as well. The ultimate goal is that the product truly reflects your brand goals and functions exceptionally well.
Can you help me understand the sampling process in more detail?	Once the formulation “on paper” is complete, you'll receive a set of samples for each product (see formulation packages for pricing and number of samples provided). You receive a larger container of product as well as a set of “Samplers”. We encourage you to distribute those within your target audience and gain insights on any changes needed to optimize your product. We then have a follow up meeting to review the feedback and make changes for the next set of samples.

“ People tend to buy products that reflect an image of what they want to be. ”

David Ogilvy

WHAT'S NEXT?

We believe you're ready to begin the journey to developing your own product line. So don't wait any longer!

Schedule your free 30 minute [Project Intake](#) call (Available each Monday of the week)

Once you're ready, [Select the formulation package](#) that best suits your project needs .

Complete one [product development form](#) per product and submit it.

If you need logo or label [design services](#), we can help with that as well

BE MORE AFRAID
OF LIVING
WITH REGRET
THAN FAILURE—

GET STARTED TODAY